

SPECIFICATION AMENDMENTS

Please AMEND the paragraph that begins on page 1, line 4 as follows:

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The present application is a continuation-in-part application of co-pending U.S. Patent Application Ser. No. 08/841,791, entitled "METHOD AND APPARATUS FOR SELLING SUBSCRIPTIONS TO PERIODICALS IN A RETAIL ENVIRONMENT", filed on May 5, 1997; which issued as U.S. Patent No. 5,926,796 on July 20, 1999 and a continuation-in-part of co-pending U.S. Patent Application Ser. No. 09/136,147, entitled "METHOD AND APPARATUS FOR ESTABLISHING A SUBSCRIPTION TO A PERIODICAL", filed on August 18, 1998, ~~now abandoned which is a continuation-in-part application of co-pending Patent Application No. 08/841,791, entitled "METHOD AND APPARATUS FOR SELLING SUBSCRIPTIONS TO PERIODICALS IN A RETAIL ENVIRONMENT", filed on May 5, 1997;~~ and a continuation-in-part of co-pending U.S. Patent Application Ser. No. 09/166,367, entitled "METHOD AND APPARATUS FOR PROVIDING A DISCOUNT TO A CUSTOMER THAT PARTICIPATES IN TRANSACTIONS AT A PLURALITY OF MERCHANTS", filed on October 5, 1998; ~~now abandoned~~ and a continuation-in-part of co-pending U.S. Patent Application Ser. No. 09/219,267, entitled "METHOD AND APPARATUS FOR FACILITATING ELECTRONIC COMMERCE THROUGH PROVIDING CROSS-BENEFITS DURING A TRANSACTION", filed on December 23, 1998, each assigned to the assignee of the present invention and each incorporated by reference as part of the present disclosure.

Please **AMEND** the paragraph that begins on page 26, line 7 as follows:

Although the present invention has been described with respect to a preferred embodiment thereof, those skilled in the art will note that various substitutions may be made to those embodiments described herein without departing from the spirit and scope of the present invention. For example, the rebate amount need not be the price of the previously-purchased issue. In one embodiment the rebate amount may be based on the price of a plurality of issues. A parent case of the present application, U.S. Patent Application No. 09/136,147, entitled "METHOD AND APPARATUS FOR ESTABLISHING A SUBSCRIPTION TO A PERIODICAL", filed on August 18, 1998, now abandoned describes a method and apparatus for providing free issues that may be incorporated with the present invention to provide free issues in exchange for establishing a subscription to a periodical.

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